

Mr. John Monsarrat .

January 29, 1964

J. Walter Thompson Company

L. W. Bruff

We have been advised by legal counsel that we should make no advertising contract nor renew any existing advertising contract which does not have an escape clause relieving us of the obligation if any Federal Trade Commission ruling were to make it impossible for us or untenable for us to fulfill the commitment. Obviously, each contract will be gone over thoroughly with Mr. Robinson and if any exceptions to the above come up, they will be approved by him with specific reason.

CR

L. W. Bruff

CC - Mr. Daniel Charnas ✓  
Mr. W. C. Robinson ✓

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